

Women's Felt and Velvet Hats

2.95



An Outstanding Value in the Harvest Sale

—Who wouldn't want an extra hat when the cost is so small? All the new colors. A great array of styles. Large, medium and small head sizes. Trimmed in the newest and smartest effects. Early choosing will be advisable.

2.95

—Second Floor, H.B.C.

DRUG SUNDRIES AT LOW PRICES

—Kkova Health Salt, large tin 43c
—Lysol, medium size, with 10c package absorbent cotton. The two for 53c
—Listerine, large size 79c
—Ukensay Bay Run Shaving Cream 25c
—Hygie Manicure sets, complete 50c
—Oriental Shampoo, 50c size 25c
—Corson's liquid 35c brilliantine 25c
—Violella Pullers Earth 10c
—Pebeco Tooth Paste, 35c 2 for 75c
—Kotex, 12 pads in package, 50c 2 for 1.15
—Sanitary pads, 12 medium size in plain packages 30c 2 for 75c
—Day Run for after shave, large "split" size 39c
—Karak Bath Salts, 1.25 large size, Thursday 90c

MONARCH SPECIAL HOT WATER BOTTLE 79c

—A moulded bottle of one piece of red rubber number 2 size. Guaranteed.

HOT WATER BOTTLE ATTACHMENTS 69c

—Syringe fittings for every hot water bottle.

FICTION AT 49c

—New stories by well-known authors. 250 titles, all first editions, on pure white paper. Stories that were just from copyright during the last year.

NEW PERFUME ATOMIZERS 1.79

—An importation just arrived and specially priced for this sale. Tall and short models with silk covered tube to netted bulb. The color decors are gold, silver, red, blue, pink. A very attractive lot.

—Main Floor, H.B.C.

GROCETERIA

Phone 5315. \$3 Orders Delivered. —RY-KREEB HEALTH BREAD. 41c

—KELOGG'S ALL BRAND Small 23c Large 2 for 35c	
—FRIEHEIMAN PINK SALMON 5c 5 tins 45c	
—BRUNSWICK 5c 5 tins 25c	
—LIBBY'S PORK AND BEANS 2c 4 tins 41c	
—B. C. TOMATOES, 1 lb. Choice quality 2 tins 29c	
—SWEET WHISKING PEAS, 7c per tin 2 tins 45c	
—GOLDEN WAX OR REPUBLIC BEANS 2c 2 for 35c	
—HAC BEAT OF QUALITY CREAMERY BUTTER, per lb. 39c	
—CANADIAN CHEESE, per lb. 24c	
—OLANDE—Very sweet and juicy, per 50c 43c	
—ROYAL CROWN CLEANER 3 tins 25c	
—RANI-FLUOR 25c	
—PLANTOL LIX TOILET POWDER AND FAIRY SOAP 3 for 22c	

—Jasper Ave. H.B.C.



Hudson's Bay Company

INCORPORATED 2ND MAY 1670.



HARVEST SALE

Daily Store Hours 9 a.m. to 6 p.m. Telephone All Depts. 6141. Groceries Phone 5315.

Only merchandise of the most reliable quality enters the Harvest Sale. The prices allow genuine savings

3 Remarkable Groups of House Dresses

Specially Purchased for the Harvest Sale

89c - \$1 - 1.59

—AT 89c—Good wearing Gingham Dresses in small and large plaids. Light or dark colors. Made in short sleeve and round neck styles. All sizes.

—AT \$1—Special group of Print Dresses in neat design in light and dark colors. Short sleeves and round or V-neck. A splendid dress for morning wear. All sizes.

—AT 1.59—Famous "Martha Washington" house dress. Plain and checks in good quality gingham. All sizes.



Women's Warm Wool Sweaters at 3.29

—Women's all-wool Sweaters, knitted in fancy rib and combination of colors. Pullover and button front styles. Some are light enough for wearing under a coat while others are quite heavy. All sizes.

Harvest Sale Special **3.29**

—Second Floor H.B.C.

Side Fastening Corselettes of Silk Stripe Batiste, 1.98

—A popular model of average length with inner boned section in front, also boning to waistline in back, elastic gusset at

1.98

—NEMO FLEX GIRDLES, no lacing. Front clasp. Made of art silk brocade. Well boned, and with section of elastic at each side over hip. Sizes 27 to 36. Regular value 6.50. Harvest Sale **3.95**

—BACK LACING CORSET—Very low, girder top. Long fitting skirt. Made of fancy silk striped brocade. Sizes 25 to 30. Regular value \$3. Harvest sale **1.95**

Women's Rayon Silk Vests at a Fractional 69c Pricing in the Harvest Sale

—Five dozen only. Rayon Knitted Silk Vests—substandards of a regular 1.50 line. Good color range including peach, pink, orchid, blue, maize also black and white. Sizes 26 to 42. Come early for best choice at **69c**

—FLANNELETTE GOWNS, heavy quality flannelette. Made in slip-on style with short sleeves. Trimmed with contrasting binding fancy stitching. Sizes 54 to 60. Regular value 1.50 to 58 inch length. Harvest Sale **\$1**

—ALL WOOL OR SILK AND WOOL VESTS, very fine quality. Cumfy cut style. No sleeves. Sizes 40 to 44. Regular value 1.50 to 2.25. Harvest Sale **1.49**

—WOOL MIXTURE BOOMERS with silk stripe interweave. Cream only. Good quality firm elastic at waist and knee. Sizes 36 and 38 only. Regular value \$2. Harvest Sale **\$1**

—Second Floor H.B.C.

THREE SPECIAL VALUES IN TOWELS

At **1.98** Pair

—Large size brown linen English Towels with red stripe. Hemmed and ready for use. Size 24" by 46". Regular 2.70 Sale, pair **1.98**

At **59c** Each

—200 dozen close nap white English Terry Towels. Hemmed ends. Sizes 24 by 46 inches. Regular value 84c. Harvest Sale each **59c**

At **25c** Each

—500 dozen white English Terry Towels—a useful size, 20 by 38 inches. Extra special in the Harvest Sale **25c**

—Second Floor H.B.C.

54 in. Wool Jersey, yard 1.98



—200 yards of all-wool jersey in fourteen of the season's newest shades. 54 inches wide. Regular 2.50 to 2.98. Harvest Sale, per yard **1.98**

54 inch Strathbriggan, 1.98

300 yards of 54" all-wool bordered and plain strathbriggan. All the wanted colors. Regular values 2.75 to 2.98. Harvest Sale, per yard **1.98**

54 in. BROADCLOTHS, 3.95

—Lustrous finish French Broadcloths in shades of navy, black, wine, grey, sand, sugar cane wild rose etc. Harvest Sale **3.95**

PLAID BACK COATINGS, 2.95

—100 yards only, of heavy all-wool plaid back, reversible coatings in navy, brown, grey and green heather mixtures. Regular 3.50 to 3.95. Harvest Sale **2.95**

—Second Floor H.B.C.

COLORS LINEN FOR HANDKERCHIEFS

—For dainty Christmas Handkerchiefs, pure Irish linen in shades of maize, rose, eucalypt, pink, sky and mauve. A fine sheer quality. 36 inches wide. Regular value 1.25. Harvest Sale, per yard **95c**

FANCY LINENS

—Clearing an odd lot of Madeira, Cluny and Italian style linen doilies, in round, square or oval pieces. Values 75 to \$1. Harvest Sale, each **50c**

SUPERFINE CAMBRIC

—300 yards of superfine Fortstrong cambric for the better grade of lingerie, children's dresses and infant's wear. 36" wide. Regular 60c. Harvest Sale, per yard **50c**

—Second Floor H.B.C.

Sale of Cushions 2.98

Values 4.45 to \$6

—Continuing the special sale of rayon silk covered cushions. A choice selection of styles in fancy color combinations, and shot effect. Values 4.45 to \$6. Harvest Sale **2.98**

INITIAL HANDKERCHIEFS 2 for 25c

—Genuine Irish linen handkerchiefs with 1.8" hem. A full range of initials. Neatly embroidered. Our 2 for **2 for 25c**

4 PLY FINGERING 1b. 1.20

—A splendid range of plain colors. Excellent quality yarn. Made to stand serviceable wear. Per lb. **1.20**

MEN'S WATCHES 12.50

—Fully guaranteed 15-jewel movements set in gold plated cases. Each watch in plush lined box with Waltham chain and gold plated pen knife. A \$25 set for **12.50**

COMPACT SETS 59c

—One pair of rayon silk finished garters, one powder compact and one rouge compact. All neatly boxed. Per set **59c**

SCISSORS 33c

—Fancywork scissors in plain or fancy styles. Steel or gilt finishes. 33c 75c values. Pair **33c**

—Main Floor, H.B.C.

Sale of Slippers 95c

—Women's, girl's and children's felt slippers with leather soles and pom poms on toes. A timely bargain for early Christmas shoppers. Made of pure wool in Juliet styles; also with straps. Sizes: Children's 4 to 10, Girls' 11 to 2, Women's 3 to 8. Per pair **95c**

—EXTRA SPECIAL IN GIRLS' AND CHILDREN'S FELT ONE STRAP SLIPPERS with leather soles and pom poms. A bargain at **65c**

—Jasper Ave. H.B.C.

Guaranteed Electric Irons, 2.98

—Canadian made electric irons. Standard pattern. Full nickel plated finish. Long attachment cord and plug. Each **2.98**

—Long handled push floor brooms, made of fine selected birch, securely set in solid wood back. 14 inch size. Each **98c**

—Main Floor, H.B.C.

SEMI-TRIMMED WALLPAPERS

EXTRAORDINARY VALUES FOR THURSDAY'S SELLING

—CHINEZ AND STRIPE PAPERS, suitable for bedrooms. Per single roll **8c**

—Cut-out Borders to match, at per yard **4c**

—ALL OVER DESIGNS, suitable for dining rooms, living rooms and halls. Per single roll **15c**

—BORDERS to match, at, per yard **5c**

—MOIRE CEILINGS in cream and white. Per single roll **15c**

—Fourth Floor H.B.C.



Men's Comfortable Sport Belters . . . 3.50

—Ideal garments for sports wear or for the man who works out of doors. Wool sport belters with polo collar, two pockets and knitted waist band. Brown and maroon checks. Sizes 15 to 17. Values to \$6. Sale **3.50**

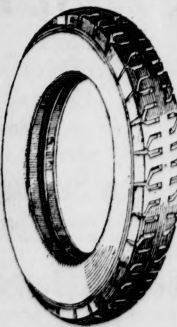
Men's Warm Mackinaws, 6.95

—Men's wool mackinaw coats. Norfolk style, with patch pockets. Assorted checks of brown and green. All sizes in this clearance lot. Harvest Sale **6.95**

Men's Serviceable Work Pants 2.95

—Bannockburn, mixture tweeds or cotton worsteds in neat assorted grey stripes. Made with usual pockets, belt loops and plain or permanent turn-up bottoms. Sizes 30 to 46. Values to 4.50. Sale **2.95**

—Main Floor, H.B.C.



Balloon Tires

12.95

—31 by 4.40 interchangeable K. and S. balloon tires. First quality. Standard guarantee. Replace 30 inch by 3 1/2 inch high pressure tires. Fit the same rim. Less than wholesale price. Thursday special, each **12.95**

—Jasper Ave. H.B.C.

Boys' Sturdy Tweed Bloomers Priced for the Harvest Sale

—Sizes 22 to 28 only. Strong serviceable donagels, herringbones, stripes, checks and mixture tweeds. Light, medium and dark shades. Finished with Governor fasteners. Harvest Sale, Pair **1.79**

BOYS' BROADCLOTH PAJAMAS

—Open neck style. Trimmed with silk frogs. Plain shades of tan, blue, white, mauve, also fancy novelty checks. Sizes 24 to 32 only. Harvest Sale **1.85**

BOYS' COMBINATIONS 1.85

—BOYS' 100% PURE WOOL COMBINATIONS in sizes 30 to 32 only. Harvest Sale **1.85**

BOYS' WOOL JERSEYS 98c

—BOYS' IMPORTED ENGLISH JERSEYS with polo collars and two button front. Plain shades of navy, grey, brown and green. 98c Sizes in the lot for 24 to 32. While they last **98c**

—Main Floor H.B.C.



—An Open Mind!

Toward the possibilities for personal advantage issuing from the achievements of modern research and progressive organization.



False Propaganda

With a new system of tailoring, introducing advantages of so sweeping and far reaching proportions, an attempt to discredit it was to be expected. In the meantime PRE-TRY-ON is forging ahead at a tremendous rate. PRE-TRY-ON Westcraft Custom Clothes are themselves the final proof.

Several years have passed since the La Fleche Tailoring Organization first set themselves to the task of placing within the reach of every man in the Province of Alberta the enjoyment of the beauty and comfort of high-class individually tailored custom clothes with the genuine economy of their longer service.

Three years of planning and research were devoted to the problem --- touching on every angle of the business of men's clothes, from the importing of fine woolens direct from the primary mill source to the tailoring and distribution directly and individually for and to the wearer. The NEW-WESTCRAFT "PRE-TRY-ON" system is the final answer. Its advantages over the old established ready-made way furnish some startling comparisons.

"PRE-TRY-ON" is no mere incident in tailoring---it is a revolution in the way for men to buy clothes. Pre-Try-On is greater than even we ourselves knew.

Your Winter Overcoat

Your most immediate clothes problem is probably a new Winter Overcoat. In its selection and purchase keep your mind open to this outstanding fact, viz., that high class tailored individuality is just as important in your overcoat as in your suit—even more so.

PRE-TRY-ON has something more to place before you than mere price inducement—differing widely in this respect from the numerous price reduction sales of overcoats. You can buy overcoats for less, but what a drop in quality the lower price imposes!

With Winter already here the qualities you want in your overcoat become more clearly defined. PRE-TRY-ON custom overcoats are built with a first-hand knowledge of the requirements of our Alberta Winter. Built for comfort—for appearance—for lasting service.

\$27.50 - \$32.50 - \$37.50 - \$42.50

---they're

"La FLECHE-BUILT"

La Fleche Building - 102nd Street - Just South of Jasper

Embarrassing Moments

CATCH THIS



THE GUMPS

The Panic Is On: the Wolves Are at the Door

—By Sidney Smith



GASOLINE ALLEY

Such An Insulting Price!

By King



It's a Town, Anyway

—By Sol Hen



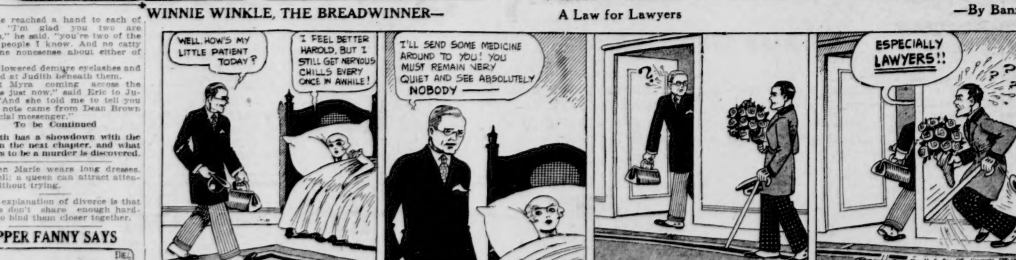
Loyal Supporters

—By Martin



A Law for Lawyers

—By Banner



Shadows

—By Harold Gray



LITTLE JOE

MAKING A GOOD GRADE TO HEAR

-AND DESSERT

Telling a doctor about a bad cold

